

ALEXIS KWAN

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708 S Lindon Ln, Tempe, AZ



EDUCATION

POLITICAL SCIENCE (BS)
Non-Profit Leadership and
Management Minor
International Studies Certificate
Arizona State University, AZ
Graduation Date May 2020

SKILLS

Photo-editing
Microsoft Office
Adobe Creative Cloud
Google Drive

EXPERTISE

Social Media Strategy
Presentations
Project Management
Cross-Cultural
Engagement

OTHER

COMMUNITY OUTREACH AND
ADVOCACY FOR REFUGEES
Elementary School Tutor

ASU GLOBAL RESOLVE
Lombok, Indonesia Project
Team Member

LOCAL FIRST ARIZONA
Event Volunteer

PROFESSIONAL PROFILE

As a rising graduate from Arizona State University, I am looking to gain experiences that develop both my creative and strategic skills. In a sea of the same brand voice flooding social media, I strive to deliver authentic copy and content that builds a more human relationship between a business and a consumer.

EXPERIENCE

MARKETING INTERN

Fox Restaurant Concepts | Phoenix, AZ | May 2019 – Jan 2020

- Coordinating and executing corporate and local store marketing partnerships, sponsorships, and events
- Managing all organic and some paid content on all social platforms for 10 unique restaurant brands
- Creating shot lists for photographers based on email, social, and PR needs
- Managing all influencer content, user generated content, and in-house photography
- Content creation, monitoring paid and organic ads, reporting on social insights, and scheduling posts for socials
- Copywriting and editing blog posts, photos, and other digital assets
- Creating marketing promotional and programmatic plans, memos, and recaps based on actual sales and budgets

adidas CAMPUS AGENT

Archival Agency | Tempe, AZ | 2017 – 2019

- Integrating the adidas brand on campus through designing, pitching, and activating hacks
- Researching campus trends to identify key brand moments
- Finding influencers with unique following to product seed with gear
- Enhancing social media marketing skills to produce the most engagement on social media

DIRECTOR OF OUTREACH

Undergraduate Student Government | Tempe, AZ | 2018 – 2019

- Research and identify student groups to promote the services of Student Government
- Budget and create a run of show for events targeting different issues on campus such as public forums for student housing, dining, and parking
- Engaging ASU administration with opportunities for improvement
- Converging student leaders on campus regularly to initiate cohesive, student-led projects

TEACHERS TRAINING AND SUPPORT INTERN

SEED SPOT | Phoenix, AZ | Summer 2018

- Preparing thirty high school teachers about to teach a year-long class on social entrepreneurship
- Planning and executing a two-day intensive training event including curriculum planning
- Outreach to local vendors about investing in the community through food donations for the event
- Focusing on budgeting and administrative skills including a detailed run of show and volunteer coordination for non-profit events